

Strategic Plan FY 2002-2004
Activity Purpose and Measures:

Program	Management Services										
Activity	Community & Media Relations Services										
Activity Purpose Statement	<p>The purpose of the Community and Media Relations Services Activity is to provide department information to the department so it can increase public awareness of departmental programs, issues and challenges.</p>										
Services that Comprise the Activity	<table> <tr> <td data-bbox="596 779 980 810">Media request responses</td><td data-bbox="980 779 1359 810">News releases</td></tr> <tr> <td data-bbox="596 842 980 873">Promotional campaigns</td><td data-bbox="980 842 1359 894">Posters, brochures and newsletters</td></tr> <tr> <td data-bbox="596 905 980 957">Print & media advertisements/announcements</td><td data-bbox="980 905 1359 936">News conferences</td></tr> <tr> <td data-bbox="596 968 980 1020">Radio & TV advertisements/announcements</td><td data-bbox="980 968 1359 999">Special events</td></tr> <tr> <td></td><td data-bbox="980 1031 1359 1062">Speaking engagements</td></tr> </table>	Media request responses	News releases	Promotional campaigns	Posters, brochures and newsletters	Print & media advertisements/announcements	News conferences	Radio & TV advertisements/announcements	Special events		Speaking engagements
Media request responses	News releases										
Promotional campaigns	Posters, brochures and newsletters										
Print & media advertisements/announcements	News conferences										
Radio & TV advertisements/announcements	Special events										
	Speaking engagements										
Activity Performance Measures (Measure & Target)	<table> <tr> <td data-bbox="596 1209 980 1398"> <p><u>Results:</u> % of citizens who are satisfied with the availability of information concerning the department % of customers who report positive impression of department</p> </td><td data-bbox="980 1209 1359 1272"> <p><u>Demand:</u> # of anticipated public events</p> </td></tr> <tr> <td data-bbox="596 1493 980 1644"> <p><u>Output(s):</u> # of media requests handled # of speaking engagements delivered</p> </td><td data-bbox="980 1493 1359 1581"> <p><u>Efficiency:</u> Activity cost per media request handled</p> </td></tr> </table>	<p><u>Results:</u> % of citizens who are satisfied with the availability of information concerning the department % of customers who report positive impression of department</p>	<p><u>Demand:</u> # of anticipated public events</p>	<p><u>Output(s):</u> # of media requests handled # of speaking engagements delivered</p>	<p><u>Efficiency:</u> Activity cost per media request handled</p>						
<p><u>Results:</u> % of citizens who are satisfied with the availability of information concerning the department % of customers who report positive impression of department</p>	<p><u>Demand:</u> # of anticipated public events</p>										
<p><u>Output(s):</u> # of media requests handled # of speaking engagements delivered</p>	<p><u>Efficiency:</u> Activity cost per media request handled</p>										
Responsible Employee(s)	Rhonda Stewart										